Business Account Manager Measures of Success

Increased Employer Account Base

More contact with more businesses is a key function of the Business Account Manager.

- Number of new business contacts provided to the Team
- Number of site tours/meetings with businesses for Team members
- Number of business representatives attending CWS networking gatherings
- Number of business contacts documented on SharePoint

Increased Use of Progressive Employment

The overarching goal is to increase the use of progressive employment* as a way to introduce candidates to employers, provide functional assessments of skills/training needs for the individual, career exploration for the jobseeker etc.

- Numbers of worksite placements using progressive options will increase
- Number of employment outcomes directly related to PE arrangements will increase
- Increase use of PE options within individual programs
- Increased number of employers engaging in PE
- Broader sector variety of employers utilizing PE options
- Increased number of WIA-funded placements

Increased Connections to Business Groups

Measures in this category could include informational presentations on CWS, membership, collaborative events etc.

- Chambers of Commerce
- Regional Economic Development Corporations
- Workforce Investment Boards
- Rotary Groups
- Other?

Community Activities

- Team events
 - o Job Fairs
 - o Resource fairs
 - o Informational events to introduce/highlight CWS
- Local marketing efforts
- Interviews, articles, spotlights of CWS
- Sponsorships/branding opportunities

Increased Employment Outcomes

- Increase in team outcomes as a whole
- Increase in employment outcomes for individual programs
- Wider range of employers hiring candidates
- Increased retention rates
- Wider range of occupations
- Increased hours per placement
- Increased wages per placement

Customer Satisfaction

- Internal (Team partners)
- External
 - o Business accounts
 - o Jobseekers

^{*} Progressive Employment options include activities such as company tours, job shadows, work experiences, internships, temp-to-hire and On-the-job Training (OJT)